Tools to access job markets for academics

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Introduction to my person

- Diploma and PhD in biochemistry / molecular biology
- 15 years in clinical research at MSD (pharma company), with 6 years as line manager incl. HR activities such as:
  - Designing job ads, selection of candidates, interviews, contracting
  - Talent management, objective settings and appraisals, promotion
  - Terminations
  - Reference letters
- Since 3.5 years at healthbank innovation AG (digital health), incl. HR responsibilities such as:
  - Designing job ads, selection of candidates, interviews, contracting
- Since 3.5 years at Career Services of university of Zurich
  - Counselling of students in drop-in and one-to-one sessions (with focus on MNF and medicine)
  - Workshops and podium discussions at the Long Night of the Career, feminno Program
Career Fitness through Career Engagement

Know yourself

Know the opportunities

Know the tools

Have a plan

Preparedness
Decidedness
Hidden labor market

Employers staff their open positions in this way:

- Internal promotion
- Personal contacts of actual employees
- Networking
- Recruiter
- Job Ads

Employees seek positions in that way:

Mingle with people to learn about jobs and opportunities
Your 30-second spot / commercial

Goal
My brand in 30-45 seconds
Used as a teaser, does not provide all information at once

4 Steps for a successful 30-second spot:
1. Give information
2. Catch attention
3. Offer a solution
4. Set impulses

Example
Good evening, my name is……. I am an expert in/ work as..
I support/ am good at….I am interested in…I would like to…
What would be a good opportunity to take our conversation to a next level….?
Social media – where digital natives meet

- Every third employer uses social media for employer branding
- Every third employer uses social media to find talents
- XING and LinkedIn used for advertising jobs
- Students are reluctant to share personal content on social media with potential employer – but XING/LinkedIn are for professional exchange of data
- Every 4th student does not believe to get relevant information for careers on social media
- Try XING, Glassdoor, Kununu and LinkedIn

Source: Universum study «outlook 2020»
Get yourself connected - LinkedIn

How do companies hire?

- **Hidden Job Market**
  - Performance & Potential
  - 46% (Total), 49% (Passive)

- **Public Job Market**
  - Skills & Experience
  - 27% (Step 4: Job-posting)

**Step 1: Internal Move**
- 12%

**Step 2: Networking**
- 46%

**Step 3: Resume Search**
- 14%

**Step 4: Job-posting**
- 27%
The informational interview

- What is the purpose?
- Who can you interview?
- How should you arrange the interview?
- How can you prepare?
- Possible course of the interview
- Possible questions
- How should you continue?

The informational interview is a key strategy for building a network and recognizing career opportunities. It is not about a specific job but about getting information. It goes without saying that you can present yourself as well. With each informal interview you lead, you will expand your network and become more confident.
The informational interview

The informational interview provided by the Career Services of UZH (in Swiss German)
http://www.careerservices.uzh.ch/de/ratgeber/stellensuche/Interview.html

Examples in English:
https://www.youtube.com/watch?v=m6Pa4ZB4mvQ
https://www.youtube.com/watch?v=XfQStoL8MS0
https://www.youtube.com/watch?v=T3TbJvCa7BU
Good luck!